

Catherine C. Heywood

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Employment History

Visit Napa Valley

Feb 2012 - Present Director of Operations

Manage organization governance including bylaws, board meetings, corporate records and lodging committee. Manage CEO calendar, email, expense reports and special projects. Oversee HR compliance, management of personnel files, reviews, hiring and compensation budget. Oversee benefit programs and renewals. Supervise Office Manager and Welcome Center Manager. Develop G&A budget. Review legal documents and contracts. Coordinate and oversee tourism studies, and disseminate lodging data. Committee participation with various partners (Vine Trail, Adopt-a-School, Clean Air Coalition). Attend government meetings as needed. Executed TID renewal.

Nov 2010 - Feb 2012 Office Manager & Executive Assistant

Managed supplies and equipment. Processed mail and answered phones. Coordinated office expansion. Managed CEO calendar, travel and expense reports. Supervised Partnership Manager. Maintained corporate records. Managed NV Welcome Center FF&E coordination and installation, including PO development. Produced Travel NV radio show twice monthly. Planned staff events.

Ehlers Estate Winery

Oct 2007 - Nov 2010 Accounting & Office Manager

Processed all AR and AP, reconciled daily retail sales and inventory. Prepared monthly financial statements and compliance filing. Managed office equipment, supplies and maintenance. Maintained company records and IIPP/Safety Manual. Managed Guest House maintenance, upgrades and calendar.

Heywood Construction

Jan 2001 - Dec 2007 Accounting & Office Manager

Processed all AR and AP, managed cash flow and banking, tracked projects, prepared payroll, maintained Safety Manual.

Freemark Abbey Winery

1996 - 2001 Director of Sales & Marketing

Developed, implemented and monitored sales and marketing plan and budget. Coordinated marketing activities with national sales agent, including national travel and hosting trade on site. Oversight of complete visitor experience. Managed staff of five hospitality and two groundskeepers. Launched Key to the Abbey wine club. Managed retail merchandise.

1993 - 1996 Regional Manager

Developed sales plan and budget, traveled to markets, showed wines at trade and consumer events, conducted vintner dinners and staff trainings. Territory west of Texas, excluding CA.

Employment History, cont.

Freemark Abbey Winery

1990 - 1995

Marketing Assistant

Compiled marketing reports for management team, tracked sales incentive programs, created promotional materials, prepared press packets, conducted tours and tastings.

Great Western Bank

1988 - 1990

Financial Services Rep.

Financial Services Representative: Sold and opened new accounts and loans to achieve branch sales targets.

Education

California State University at Chico

Bachelor of Science

Business Administration with emphasis in Marketing and Consumer Behavior

CBEST Certified 2010

Proficient in Microsoft Office products and Quickbooks

Community Activism

Leadership Napa Valley - Class 28 graduate, May 2015

4H - Club Leader and Camp Counselor

Carpy Gang Youth Football - Past Board Member & Secretary/Treasurer

Taste of Howell Mountain Auction - Twice Past Co-Chair

Napa Valley Vintners/Auction Napa Valley - Past Board Member